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## **New Group Guide to Stoke-on-Trent & The Potteries**

The City of Stoke-on-Trent, home of the world famous Potteries, has launched its new Group Guide for 2011.

Aimed at all coach operators and group travel organisers, the new brochure features full details of numerous “behind-the-scenes” tours, suggested itineraries, familiarisation visits, and – arguably best of all, given the current economic climate – a list of things to do, and places to go, for free (including the Staffordshire Hoard at the Potteries Museum & Art Gallery, a permanent and free exhibition of the most valuable Anglo-Saxon treasure ever found).

Focusing on the city’s world-class fine china attractions – including the award winning Wedgwood Museum, Wedgwood Visitor Centre, Potteries Museum & Art Gallery and Gladstone Pottery Museum – the full range of suggested itineraries and tours also feature Trentham Estate (which now attracts some 3-million visitors a year), Biddulph Grange Garden and the nearby Staffordshire Peak District.

Full details of the bespoke familiarisation visits of Stoke-on-Trent and The Potteries, which are now available to coach operators and group travel organisers, are also included in the guide.

Stoke-on-Trent recently claimed the title of World Capital of Ceramics, and is promoting its visitor experience through the new Group Guide.

Major upcoming celebrations in Britain, including The Royal Wedding, the Queen’s Diamond Jubilee and The London 2012 Olympic Games have once again alerted the world’s attention to commemorative ware, and given the nation’s pottery industry a much needed boost.

It is no accident that the manufacturers chosen to produce the fine china for The Royal Collection are based in Stoke-on-Trent. Just as it is no surprise to find that Wedgwood are one of the official suppliers of merchandise to the London 2012 Games.

Visitors to Stoke-on-Trent who pick up a copy of the new guide will be able to find the manufacturers which offer behind-the-scenes factory tours, as well as those who also boast some of the most famous, and best visited, factory outlet stores in the country. New shops have opened recently, including Denby. And both Aynsley China and Wedgwood have now opened additional shops in the City: the former joining Portmeirion at the Trentham Estate; and the latter having opened an 8000 square feet shop on the same site as the Visitor Centre and Museum.

Copies of the new Group Guide to Stoke-on-Trent are available free of charge by contacting Samantha Hall at the Visit Stoke Groups Desk on [tourism@stoke.gov.uk](mailto:tourism@stoke.gov.uk) or by telephoning 01782 232817/236084

Or, for further details, log on to [www.visitstoke.co.uk](http://www.visitstoke.co.uk).

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**For further information, and images, please contact:**

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